

15. A device according to claim 6, wherein said TV program table is a matrix data table which defines program ID's of programs specified by channels in one axis of the matrix and time zones in another axis.

16. A recording medium according to claim 11, wherein said TV program table is a matrix data table which defines program ID's of programs specified by channels in one axis of the matrix and time zones in another axis.

17. A method for obtaining audience data on TV programs, in an audience data obtaining device which uses a computer, the method comprising the steps of:

obtaining, from outside, TV program table data for an area where a viewer resides, said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

detecting a channel that is being viewed by the viewer;
detecting times at which a viewing of the channel is started and ended;

identifying a program ID of a currently viewed program from said TV program table data by comparing said detected channel and a current time with the channel and time information of said TV program table data;

obtaining audience data which include at least the program ID and viewed time information of the viewed program based on said TV program table data and results of the detecting of times,

said viewed time information including at least one of (1) a view start time of each viewed program, (2) a view end time of each viewed program, and (3) a difference between the view start time and the view end time; and

transferring, via the Internet to a collection center, the obtained audience data along with ID data of the viewer by making use of opportunities of the viewer's accessing the Internet.

18. A method for obtaining audience data on TV programs according to claim 17, wherein said step of transferring is performed during an operation of a WWW browsing software.

19. A method for obtaining audience data on TV programs according to claim 18, wherein unsent audience data is transmitted upon request for terminating the operation of the WWW browsing software.

20. A method for obtaining audience data on TV programs according to claim 17, further comprising a step of connecting to the Internet before the step of transferring.

21. A method for obtaining audience data on TV programs according to claim 17, wherein said step of obtaining TV program table data is achieved by making use of opportunities of the viewer's accessing the Internet.

22. A device for obtaining audience data on TV programs, comprising:

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a program table data obtaining means for obtaining, from outside, TV program table data for an area where a viewer resides, said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

a first detector for detecting a channel that is being viewed by the viewer;

a second detector for detecting times at which a viewing of the channel is started and ended;

7 a program identification means for identifying a program ID of a currently viewed program from said TV program table data by comparing said detected channel and a current time with the channel and time information of said TV program table data;

an audience data obtaining means for obtaining audience data which include at least the program ID and viewed time information of the viewed program based on results of the detecting of times and said TV program table data, said viewed time information including at least one of (1) a view start time of each viewed program, (2) a view end time of each viewed program, and (3) a difference between the view start time and the view end time; and

a transfer means for transferring, via the Internet to a collection center, the obtained program ID and the viewed time information along with ID data of the viewer by making use of opportunities of the viewer's accessing the Internet.

23. A device for obtaining audience data of TV programs according to claim 22, wherein said step of transferring is performed during an operation of a WWW browsing software.

24. A recording medium storing a computer readable program for carrying out the steps of:

obtaining, from outside, TV program table data for an area where a viewer resides; said TV program table data including channel information and time information for each of TV programs planned to be broadcast in that area;

detecting a channel that is being viewed by the viewer;

detecting times at which a viewing of the channel is started and ended;

identifying a program ID of a currently viewed program from said TV program table data by comparing said detected channel and a current time with the channel and time information of said TV program table data;

obtaining audience data which include at least the program ID and viewed time information of the viewed program based on said TV program table data and results of the detecting of times, said viewed time information including at least one of (1) a view start time of each viewed program, (2) a view end time of each viewed program, and (3) a difference between the view start time and the view end time; and